

## **Summary of data received**

### **Monthly KPIs:**

- October strongest month in terms of net sales at USD 137,716 (30.46%)
- September highest percentage of new customers at 21.43%
- December biggest percentage of returning customers at 93.9%
- Average days between visits longest in December at 22.4 days

### **Weekday KPIs:**

- Friday strongest in terms of net sales at USD 75,278 (16.75%)
- Friday highest percentage of new customers at 13.83%
- Tuesday biggest percentage of returning customers at 89.79%

### **Category Performance:**

- Flower strongest in terms of net sales with USD 145,100 (32.29%)
- Gummies highest percentage of new customers at 21.9%
- Apparel biggest percentage of returning customers at 100% but only 2 transactions
- Flower biggest percentage of returning customers with 90.87% among categories with more than 1,000 transactions
- Pre-roll category with most units per transaction at 2 among categories with more than 1,000 transaction

### **Sub-Category Performance:**

- Pre-Roll Single strongest in terms of net sales at USD 57,744 (12.85%)
- Baked highest percentage of new customers at 40% but only 5 transactions
- Gummies highest percentage of new customers at 21.71% among categories with more than 1,000 transaction
- Fresh Pack highest percentage of returning customers at 90.56% among categories with more than 1,000 transaction
- Bulk highest number of units per transaction at 6.1
- Pre-Roll Single most units per transaction at 1.8 among categories with more than 1,000 transaction

### **Gender:**

- 71% male
- 29% female

## **Questions**

- What is row 4 in Gender statistic?

## **Additional data needed**

- Data on age
- Data on occupation
- Data on online ordering

- Demographics of existing vs. new customers (age, gender etc.)
- Sales data of existing vs. new customers (ATV, UPT,
- Template used to ask people for data
  
- Website traffic and Google Analytics data:
  - **Clickstream Data** – sequence of pages a user visits, including entry and exit points, time spent on each page, and interactions (clicks, scrolls, hovers)
  - **Session Replay & Heatmaps** – Mouse movements, clicks, and scrolling behavior to show user engagement
  - **Search Queries** – Logs terms users enter in the site’s search bar, showing what products they actively seek
  - **Traffic Sources** – Identifies whether users arrived via search engines, social media, ads, or direct visits.
  - **Funnel Analysis/Cart Abandonment Data** – Examines drop-off points in the purchase journey (e.g., product view → cart → checkout).
  - **User Demographics & Segmentation** – Analyzes behavior based on location, device type, or past purchase history.